

## Message Text

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ACTION EB-07

INFO OCT-01 EUR-12 ISO-00 COME-00 CIAE-00 INR-07 NSAE-00

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P 261754Z APR 76

FM AMEMBASSY ROME

TO SECSTATE WASHDC PRIORITY 7195

INFO AMCONSUL MILAN

UNCLAS ROME 6753

E.O. 11652: N/A

TAGS: BGEN IT

SUBJ: POST RELATIONSHIPS WITH AMERICAN CHAMBERS OF COMMERCE

REF: STATE 94266

1. AMBASSADOR AND EMBASSY SENIOR OFFICERS MEET REGULARLY (NORMALLY FOUR TIMES ANNUALLY) WITH FULL BOARD OF AMERICAN CHAMBER OF COMMERCE IN ITALY TO DISCUSS IN DEPTH AND WITH CANDOR THE LATEST ECONOMIC AND POLITICAL TRENDS (E.G. ROME 4308). EMBASSY OFFICERS

ALSO TAKE ADVANTAGE OF THESE MEETINGS TO OBTAIN AMCHAM ASSISTANCE IN DESIGN AND IMPLEMENTATION OF COUNTRY COMMERCIAL PROGRAM. MOREOVER, EMPHASIS IN MEETINGS IS GIVEN OUR WILLINGNESS TO ASSIST AMERICAN FIRMS IN ITALY, PARTICULARLY ON DIFFICULT LABOR PROBLEMS, OR CLOSINGS, AND TO OVERCOME OBSTACLES SUCH AS TRADE RESTRICTIONS, CLARIFY CUSTOMS PROCEDURES AND ASSESS TAX LAWS, CHANGES IN FOREIGN EXCHANGE AND LOCAL-GOVERNMENT REGULATIONS. AMBASSADOR AND EMBASSY OFFICERS ALSO ASSIST IN RECRUITING REPRESENTATIVE ITALIAN SPEAKERS AT MONTHLY MEETINGS OF ROME CHAPTER IN WHICH AMBASSADOR, EC MIN AND COMMERCIAL COUNSELOR, AMONG OTHERS, PARTICIPATE ON USG SIDE. OTHER EXAMPLES OF COOPERATION FOLLOW.

2. AN EXAMPLE OF ROUTINE COOPERATION WITH FRUITFUL PAY OFF BETWEEN EMBASSY AND AMCHAM IS IN COMPILATION OF LISTS OF AMERICAN FIRMS OPERATING IN ITALY. AMCHAM PUBLISHES ANNUAL DIRECTORY CONTAINING DETAILED COMPANY INFORMATION, AND EMBASSY ASSISTS  
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BY PROVIDING INFORMATION ON SUBSIDIARIES AND AGENTS. AS RESULT,

EMBASSY DISCONTINUED COMPILATION OF ANNUAL LIST OF AMERICAN FIRMS IN ITALY, SAVING MANY MAN-HOURS EVERY YEAR BY OFFICERS AND FSLs.

3. EMBASSY AND AMCONSUL MILAN HAVE COOPERATED OVER PAST YEAR WITH AMCHAM IN INNOVATIVE PROGRAMS SUCH AS INCLUSION OF AMCHAM MEMBERS IN COMMERCE'S FOREIGN TRADERS' INDEX. AMCHAM HAS MADE DIRECT QUESTIONNAIRE MAILING TO ITS MEMBERS, AND ON BASIS ANSWERS, COMPLETED FTI FORM DIB-467 FOR THOSE MEMBERS INTERESTED IN IMPORTING US PRODUCTS. OVER 230 MEMBERS RESPONDED,. USDOC IS REVISING ITS COMPUTER PROGRAM TO INCLUDE SPECIAL CODE IN FTI INDICATING AND MEMBER FIRMS. THIS PROJECT WAS ALSO AN EXCELLENT SOURCE OF TRADE OPPORTUNITIES.

4. AMCHAM FREQUENTLY PUBLISHES INFORMATION SUPPLIES BY EMBASSY IN ITS MONTHLY MAGAZINE AND PUBLICITY FOR USG TRADE CPROMOTION EVENTS (INCLUDING MILAN TRADE CENTER) AND EMBASSY IN TURN PUBLISHES AMCHAM INFORMATION FROM TIME TO TIME IN ITS COMMERCIAL NEWSLETTER /SCAMBI COMMERCIAL/.

5. IN ADDITION TO ATTENDING AMCHAM'S MEETINGS LABATT SUPPLIES LABOR STATISTICS AND KEEPS AMCHAM INFORMED OF DEVELOPMENTS ON ITALIAN LABOR SCENE.

6. PRINCIPAL OFFICERS AND THEIR DEPUTIES AT CONSTITUENT POSTS MEET REGULARLY WITH LOCAL AMCHAM REPS OF U.S. FIRMS AND INFORM EMBASSY OF THEIR DISCUSSIONS, WHEN APPROPRIATE. SINCE HEADQUARTERS OF AMCHAM IS IN MILAN, AMCONSUL AND AMCHAM HAVE PARTICULARLY CLOSE RELATIONSHIP. AMCHAM WAS FOUNDED IN 1915 AT INITIATIVE AMCONSUL AMCHAM OFFICERS ASSIST IN BRIEFING AND HOSTING IMPORTANT US GOVERNMENT AND BUSINESS VISITORS IN MILAN. MONTHLY AMCHAM LUNCHEONS IN MILAN DRAW UP TO 150 PARTICIPANTS AND PROVIDE USEFUL FORUM FOR CLARIFYING BOTH DOMESTIC AND US-ITALIAN BILATERAL RELATIONS.

7. CONSUL GENERAL MILAN REGULARLY PARTICIPATES IN AMCHAM EXECUTIVE MEETINGS AND WORKS VERY CLOSELY WITH AMCHAM PRESIDENT AND OFFICERS ON WHOLE RANGE OF POLITICAL, ECONOMIC, COMMERCIAL MEDIA AND PUBLIC RELATIONS QUESTIONS CENTERING IN MILAN. AMCHAM IN MILAN IS VALUABLE DAY TO DAY COLLABORATOR WITH AMCONSUL ON SUPPORT FOR AMERICAN SCHOOL, JULY 4 CELEBRATION, FUND RAISING

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FOR CONSULAR IMPROVIDENT LOANS, THANKSGIVING PROCLAMATION CEREMONIES, US TRAVEL PROMOTION AND SIMILAR MATTERS OF COMMON INTEREST TO USG AND LOCAL AMERICAN COMMUNITY. VOLPE

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